Cowlitz County

Quit Line Data Summary January 1 - June 30, 2005

Number of Calls to Quit Line N - 365 N + 11,781 Percent of Statewide Calls 3.8% 100.0% Percent of State Population in County¹ 1.6% 100.0% Gender N - 359 N = 10,808 Female 65.2% 61.2% Male 34.8% 38.8% Race/Ethnicity N - 349 N = 8,813 People of Color 10.6% 9.5% White 89.4% 90.5% Age N = 361 N = 9,883 Less than 18 years old 1.9% 1.5% 18 - 24 years old 20.2% 18.1% 25 - 34 years old 20.3% 25.4% 35 - 44 years old 29.5% 33.0% Education N = 354 N = 9,282 Did not graduate high school 25.5% 2.2% High school graduate 40.4% 34.4% Some college/vocational school 25.9% 7.2% General Information 2.5% 7.2% Health care provider 3.3 3.0%	January 1 - June 30), 2005	
Percent of Statewide Calls 3.8% 100.0% Percent of State Population in County¹ 1.00.0% 100.0% Gender N = 359 N = 10,080 Female 55.2% 61.2% Male 34.8% 38.8% Race/Ethnicity N = 349 N = 8.813 People of Color 10.6% 9.5% White 89.4% 90.5% Age N = 361 N = 9,893 Less than 18 years old 1.9% 1.5% 18 - 24 years old 2.02.2% 18.1% 25 - 34 years old 28.3% 25.4% 35 - 44 years old 19.9% 25.0% 35 - 44 years old 19.9% 22.0% 45 years and older 29.6% 33.0% Education N = 354 N = 9,282 Did not graduate high school 25.7% 20.8% High school graduate 40.4% 34.4% Some college/vocational school 29.9% 34.8% College graduate 0.0% 10.0% General I			
Percent of State Population in County¹ 1.6% 100.0% Gender N = 359 N = 10,080 Female 65.2% 61.2% Male 34.8% 38.8% Race/Ethnicity N = 349 N = 8,813 People of Color 10.6% 9.5% White 89.4% 90.5% Age N = 361 N = 9,893 Less than 18 years old 1.9% 1.5% 18 - 24 years old 20.2% 18.1% 25 - 34 years old 20.2% 18.1% 25 - 34 years old 20.2% 18.1% 25 - 34 years old 20.2% 18.1% 35 - 44 years old 19.9% 22.0% 45 years and older 29.6% 33.0% Education N = 354 N = 9,282 Did not graduate high school 25.7% 20.8% High school graduate 40.4% 34.4% Some college/vocational school 29.9% 34.8% College graduate N = 363 N = 10,635 General Informa	Number of Calls to Quit Line	N = 365	N = 11,781
Gender N = 359 N = 10,080 Female 65.2% 61.2% Male 34.8% 38.8% Race/Ethnicity N = 349 N = 8,813 People of Color 10.6% 9.5% White 89.4% 90.5% Age N = 361 N = 9,893 Less than 18 years old 1.9% 1.5% 18 - 24 years old 20.2% 18.1% 25 - 34 years old 28.3% 25.4% 35 - 44 years old 19.9% 22.0% 45 years and older 29.6% 33.0% Education N = 354 N = 9,282 Did not graduate high school 25.7% 20.8% High school graduate 40.4% 34.4% Some college/locational school 25.7% 20.8% College graduate 4.0% 10.0% Caller Type N = 363 N = 10635 General Information 2.5% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.2%	Percent of Statewide Calls	3.8%	100.0%
Gender N = 359 N = 10,080 Female 65.2% 61.2% Male 34.8% 38.8% Race/Ethnicity N = 349 N = 8,813 People of Color 10.6% 9.5% White 89.4% 90.5% Age N = 361 N = 9,893 Less than 18 years old 1.9% 1.5% 18 - 24 years old 20.2% 18.1% 25 - 34 years old 28.3% 25.4% 35 - 44 years old 28.3% 25.4% 35 - 44 years old 28.3% 25.4% 45 years and older 29.6% 33.0% Education N = 354 N = 9,282 Did not graduate high school 25.7% 20.8% High school graduate 40.4% 34.4% Some college/vocational school 29.9% 34.8% College graduate 4.0% 10.0% Caller Type N = 363 N = 10,635 General Information 2.5% 2.2% 9.2% Payer Type	Percent of State Population in County ¹	1.6%	100.0%
Gender N = 359 N = 10,080 Female 65.2% 61.2% Male 65.2% 61.2% Male 34.8% 38.8% Race/Ethnicity N = 349 N = 8,813 People of Color 10.6% 9.5% White 89.4% 90.5% Age N = 361 N = 9,893 Less than 18 years old 1.9% 1.5% 18 - 24 years old 20.2% 18.1% 25 - 34 years old 28.3% 25.4% 35 - 44 years old 28.3% 25.4% 35 - 44 years old 28.3% 25.4% 35 - 44 years old 28.3% 25.4% 45 years and older 29.6% 33.0% Education N = 354 N = 9,282 Did not graduate high school 25.7% 20.8% High school graduate 40.4% 34.4% Some college/vocational school 29.9% 34.8% College graduate 4.0% 10.0% Caller Type 8 - 36 8 -		County %	State %
Male 34.8% 38.8% Race/Ethnicity N = 349 N = 8,813 People of Color 10.6% 9.5% White 89.4% 90.5% White 89.4% 90.5% Age N = 361 N = 9,893 Less than 18 years old 20.2% 18.1% 18 - 24 years old 20.2% 18.1% 25 - 34 years old 28.3% 25.4% 35 - 44 years old 28.3% 25.4% 45 years and older 29.6% 33.0% Education N = 354 N = 9,282 Did not graduate high school 25.7% 20.8% High school graduate 40.4% 34.4% Some college/vocational school 29.9% 34.8% College graduate 10.0% 10.0% Caller Type N = 363 N = 10,635 N = 10,635 General Information 2.5% 7.2% Health care provider 0.3% 1.9% Payer Type N = 363 N = 7,421 N = 364 N = 364 <	Gender		N = 10,080
Race/Ethnicity N = 349 N = 8,81 People of Color 10.6% 9.5% White 89.4% 90.5% Kyphite 89.4% 90.5% Age N = 361 N = 9,893 Less than 18 years old 1.9% 1.5% 18 - 24 years old 20.2% 18.1% 25 - 34 years old 28.3% 25.4% 35 - 44 years old 19.9% 22.0% 45 years and older 29.6% 33.0% Education N = 354 N = 9,282 Did not graduate high school 25.7% 20.8% High school graduate 40.4% 34.4% Some college/vocational school 29.9% 34.8% College graduate 40.0% 10.0% Caller Type N = 363 N = 10,635 General Information 2.5% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.2% 90.9% Payer Type N = 289 N = 7,421 Insured 32.9%	Female	65.2%	61.2%
People of Color 10.6% 9.5% White 89.4% 90.5% Age N = 361 N = 9,893 Less than 18 years old 1.9% 1.5% 18 - 24 years old 20.2% 18.1% 25 - 34 years old 28.3% 25.4% 35 - 44 years old 19.9% 22.0% 45 years and older 29.6% 33.0% Education N = 354 N = 9,282 Did not graduate high school 25.7% 20.8% High school graduate 40.4% 34.4% Some college/vocational school 29.9% 34.8% College graduate 4.0% 10.0% Caller Type N = 363 N = 10,635 General Information 2.5% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.2% 90.9% Payer Type N = 289 N = 7,421 Insured 32.2% 37.4% Uninsured 32.9% 33.0% Medicaid 33.9%	Male	34.8%	38.8%
White 89.4% 90.5% Age N = 361 N = 9,893 Less than 18 years old 1.9% 1.5% 18 - 24 years old 20.2% 18.1% 25 - 34 years old 28.3% 25.4% 35 - 44 years old 19.9% 22.0% 45 years and older 19.9% 22.0% 45 years and older 29.6% 33.0% Education N = 354 N = 9,282 Did not graduate high school 25.7% 20.8% High school graduate 40.4% 34.4% Some college/vocational school 29.9% 34.8% College graduate 4.0% 10.0% Caller Type N = 363 N = 10,635 General Information 2.5% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.2% 90.9% Payer Type N = 289 N = 7,421 Insured 32.2% 37.4% Uninsured 33.9% 33.0% Past caller 8.5% <td>Race/Ethnicity</td> <td>N = 349</td> <td>N = 8,813</td>	Race/Ethnicity	N = 349	N = 8,813
White 89.4% 90.5% Age N = 361 N = 9,893 Less than 18 years old 1.9% 1.5% 18 - 24 years old 20.2% 18.1% 25 - 34 years old 28.3% 25.4% 35 - 44 years old 19.9% 22.0% 45 years and older 19.9% 22.0% 45 years and older 29.6% 33.0% Education N = 354 N = 9,282 Did not graduate high school 25.7% 20.8% High school graduate 40.4% 34.4% Some college/vocational school 29.9% 34.8% College graduate 4.0% 10.0% Caller Type N = 363 N = 10,635 General Information 2.5% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.2% 90.9% Payer Type N = 289 N = 7,421 Insured 32.2% 37.4% Uninsured 33.9% 33.0% Past caller 8.5% <td>People of Color</td> <td>10.6%</td> <td>9.5%</td>	People of Color	10.6%	9.5%
Less than 18 years old 1.9% 1.5% 18 - 24 years old 20.2% 18.1% 25 - 34 years old 28.3% 25.4% 35 - 44 years old 19.9% 22.0% 45 years and older 29.6% 33.0% Education N = 354 N = 9.282 Did not graduate high school 25.7% 20.8% High school graduate 40.4% 34.4% Some college/vocational school 29.9% 34.8% College graduate 4.0% 10.0% Caller Type N = 363 N = 10,635 General Information 2.5% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.2% 90.9% Payer Type N = 289 N = 7,421 Insured 32.2% 37.4% Uninsured 33.9% 33.0% Medicaid 33.9% 29.6% Heard About N = 316 N = 8,468 Past caller 8.5% 13.4% Employer/worksite <td< td=""><td>White</td><td>89.4%</td><td>90.5%</td></td<>	White	89.4%	90.5%
Less than 18 years old 1.9% 1.5% 18 - 24 years old 20.2% 18.1% 25 - 34 years old 28.3% 25.4% 35 - 44 years old 19.9% 22.0% 45 years and older 29.6% 33.0% Education N = 354 N = 9.282 Did not graduate high school 25.7% 20.8% High school graduate 40.4% 34.4% Some college/vocational school 29.9% 34.8% College graduate 4.0% 10.0% Caller Type N = 363 N = 10,635 General Information 2.5% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.2% 90.9% Payer Type N = 289 N = 7,421 Insured 32.2% 37.4% Uninsured 33.9% 33.0% Medicaid 33.9% 29.6% Heard About N = 316 N = 8,468 Past caller 8.5% 13.4% Employer/worksite <t< td=""><td>Age</td><td>N = 361</td><td>N = 9,893</td></t<>	Age	N = 361	N = 9,893
18 - 24 years old 20.2% 18.1% 25 - 34 years old 28.3% 25.4% 35 - 44 years old 19.9% 22.0% 45 years and older 29.6% 33.0% Education N = 354 N = 9,282 Did not graduate high school 25.7% 20.8% High school graduate 40.4% 34.4% Some college/vocational school 29.9% 34.8% Colleg graduate 4.0% 10.0% Caller Type N = 363 N = 10,635 General Information 2.5% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.2% 90.9% Payer Type N = 289 N = 7,421 Insured 32.2% 37.4% Uninsured 33.9% 33.0% Medicaid 33.9% 33.0% Heard About N = 316 N = 8,468 Past caller 8.5% 13.4% Employer/worksite 1.6% 1.3% Health care provider 18.4% 23.4% Television 0.3% 2.7%	<u> </u>	1.9%	
35 - 44 years old 19.9% 22.0% 45 years and older 29.6% 33.0% Education N = 354 N = 9,282 Did not graduate high school 25.7% 20.8% High school graduate 40.4% 34.4% Some college/vocational school 29.9% 34.8% College graduate 4.0% 10.0% Caller Type N = 363 N = 10,635 General Information 2.5% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.2% 90.9% Payer Type N = 289 N = 7,421 Insured 32.2% 37.4% Uninsured 33.9% 33.0% Medicaid 33.9% 29.6% Heard About N = 316 N = 8,468 Past caller 8.5% 13.4% Employer/worksite 1.6% 1.3% Health care provider 18.4% 23.4% Television 18.7% 15.9% Outdoor advertisement (billboard/bus/wall)<		20.2%	18.1%
Education N = 354 N = 9,282 Did not graduate high school 25.7% 20.8% High school graduate 40.4% 34.4% Some college/vocational school 29.9% 34.8% College graduate 4.0% 10.0% Caller Type N = 363 N = 10,635 General Information 2.5% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.2% 90.9% Payer Type N = 289 N = 7,421 Insured 32.2% 37.4% Uninsured 33.9% 33.0% Medicaid 33.9% 33.0% Medicaid N = 316 N = 8,468 Past caller 8.5% 13.4% Employer/worksite 1.6% 1.3% Health care provider 18.7% 23.4% Television 18.7% 23.4% Outdoor advertisement (billboard/bus/wall) 0.3% 2.7% Targeted mailing 0.0% 0.1% Great Start <t< td=""><td>25 - 34 years old</td><td>28.3%</td><td>25.4%</td></t<>	25 - 34 years old	28.3%	25.4%
Education N = 354 N = 9,282 Did not graduate high school 25.7% 20.8% High school graduate 40.4% 34.4% Some college/vocational school 29.9% 34.8% College graduate 4.0% 10.0% Caller Type N = 363 N = 10,635 General Information 2.5% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.2% 90.9% Payer Type N = 289 N = 7,421 Insured 32.2% 37.4% Uninsured 33.9% 33.0% Medicaid 33.9% 33.0% Medicaid N = 316 N = 8,468 Past caller 8.5% 13.4% Employer/worksite 1.6% 1.3% Health care provider 18.7% 23.4% Television 18.7% 23.4% Outdoor advertisement (billboard/bus/wall) 0.3% 2.7% Targeted mailing 0.0% 0.1% Great Start <t< td=""><td>· ·</td><td>19.9%</td><td>22.0%</td></t<>	· ·	19.9%	22.0%
Did not graduate high school 25.7% 20.8% High school graduate 40.4% 34.4% Some college/vocational school 29.9% 34.8% College graduate 4.0% 10.0% Caller Type N = 363 N = 10,635 General Information 2.5% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.2% 90.9% Payer Type N = 289 N = 7,421 Insured 32.2% 37.4% Uninsured 33.9% 29.6% Heard About N = 316 N = 8,468 Past caller 8.5% 13.4% Employer/worksite 1.6% 1.3% Health care provider 18.4% 23.4% Television 18.7% 15.9% Outdoor advertisement (billboard/bus/wall) 0.3% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 1.6% 3.9% Newspaper/Magazine <td< td=""><td>· ·</td><td>29.6%</td><td>33.0%</td></td<>	· ·	29.6%	33.0%
Did not graduate high school 25.7% 20.8% High school graduate 40.4% 34.4% Some college/vocational school 29.9% 34.8% College graduate 4.0% 10.0% Caller Type N = 363 N = 10,635 General Information 2.5% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.2% 90.9% Payer Type N = 289 N = 7,421 Insured 32.2% 37.4% Uninsured 33.9% 29.6% Heard About N = 316 N = 8,468 Past caller 8.5% 13.4% Employer/worksite 1.6% 1.3% Health care provider 18.4% 23.4% Television 18.7% 15.9% Outdoor advertisement (billboard/bus/wall) 0.3% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 1.6% 3.9% Newspaper/Magazine <td< td=""><td>Education</td><td>N = 354</td><td>N = 9,282</td></td<>	Education	N = 354	N = 9,282
High school graduate 40.4% 34.4% Some college/vocational school 29.9% 34.8% College graduate 4.0% 10.0% Caller Type N = 363 N = 10,635 General Information 2.5% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.2% 90.9% Payer Type N = 289 N = 7,421 Insured 32.2% 37.4% Uninsured 33.9% 33.0% Medicaid 33.9% 33.0% Medicaid 8.5% 13.4% Employer/worksite 1.6% 1.3% Health care provider 18.4% 23.4% Television 18.7% 15.9% Outdoor advertisement (billboard/bus/wall) 0.3% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 1.6% 3.9% Newspaper/Magazine 3.2% 1.7% Brochure/Newsletter 4.1%	Did not graduate high school	25.7%	
Some college/vocational school 29.9% 34.8% College graduate 4.0% 10.0% Caller Type N = 363 N = 10,635 General Information 2.5% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.2% 90.9% Payer Type N = 289 N = 7,421 Insured 32.2% 37.4% Uninsured 33.9% 33.0% Medicaid 33.9% 33.0% Medicaid N = 316 N = 8,468 Past caller 8.5% 13.4% Employer/worksite 1.6% 1.3% Health care provider 18.4% 23.4% Television 18.7% 15.9% Outdoor advertisement (billboard/bus/wall) 0.3% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 1.6% 3.9% Newspaper/Magazine 3.2% 1.7% Brochure/Newsletter 4.1% 4.3	<u> </u>		
Caller Type N = 363 N = 10,635 General Information 2.5% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.2% 90.9% Payer Type N = 289 N = 7,421 Insured 32.2% 37.4% Uninsured 33.9% 33.0% Medicaid 33.9% 29.6% Heard About N = 316 N = 8,468 Past caller 8.5% 13.4% Employer/worksite 1.6% 1.3% Health care provider 18.4% 23.4% Television 18.7% 15.9% Outdoor advertisement (billboard/bus/wall) 0.3% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 1.6% 3.9% Newspaper/Magazine 3.2% 1.7% Brochure/Newsletter 4.1% 4.3% Family or friend 40.2% 28.1% Health Department 22.2% 3.2%	-		
General Information 2.5% 7.2% Health care provider 0.3% 1.9% Tobacco user 97.2% 90.9% Payer Type N = 289 N = 7,421 Insured 32.2% 37.4% Uninsured 33.9% 33.0% Medicaid 33.9% 29.6% Heard About N = 316 N = 8,468 Past caller 8.5% 13.4% Employer/worksite 1.6% 1.3% Health care provider 18.4% 23.4% Television 18.7% 15.9% Outdoor advertisement (billboard/bus/wall) 0.3% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 1.6% 3.9% Newspaper/Magazine 3.2% 1.7% Brochure/Newsletter 4.1% 4.3% Family or friend 40.2% 28.1% Health Department 22.2% 3.2%			
Health care provider Tobacco user 0.3% 97.2% 1.9% 90.9% Payer Type N = 289 32.2% N = 7,421 Insured 32.2% 37.4% Uninsured 33.9% 33.0% Medicaid N = 316 N = 8,468 Past caller 8.5% 13.4% Employer/worksite 1.6% 1.3% Health care provider 18.4% 23.4% Television 18.7% 15.9% Outdoor advertisement (billboard/bus/wall) 0.3% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 1.6% 3.9% Newspaper/Magazine 3.2% 1.7% Brochure/Newsletter 4.1% 4.3% Family or friend 40.2% 28.1% Health Department 2.2% 3.2%	Caller Type	N = 363	N = 10,635
Payer Type N = 289 N = 7,421 Insured 32.2% 37.4% Uninsured 33.9% 33.0% Medicaid 33.9% 29.6% Heard About N = 316 N = 8,468 Past caller 8.5% 13.4% Employer/worksite 1.6% 1.3% Health care provider 18.4% 23.4% Television 18.7% 15.9% Outdoor advertisement (billboard/bus/wall) 0.3% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 1.6% 3.9% Newspaper/Magazine 3.2% 1.7% Brochure/Newsletter 4.1% 4.3% Family or friend 40.2% 28.1% Health Department 2.2% 3.2%	General Information	2.5%	7.2%
Payer Type N = 289 N = 7,421 Insured 32.2% 37.4% Uninsured 33.9% 33.0% Medicaid 33.9% 29.6% Heard About N = 316 N = 8,468 Past caller 8.5% 13.4% Employer/worksite 1.6% 1.3% Health care provider 18.4% 23.4% Television 18.7% 15.9% Outdoor advertisement (billboard/bus/wall) 0.3% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.1% Radio 1.6% 3.9% Newspaper/Magazine 3.2% 1.7% Brochure/Newsletter 4.1% 4.3% Family or friend 40.2% 28.1% Health Department 2.2% 3.2%	Health care provider	0.3%	1.9%
Insured 32.2% 37.4% Uninsured 33.9% 33.0% Medicaid 33.9% 29.6% Heard About N = 316 N = 8,468 Past caller 8.5% 13.4% Employer/worksite 1.6% 1.3% Health care provider 18.4% 23.4% Television 18.7% 15.9% Outdoor advertisement (billboard/bus/wall) 0.3% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 1.6% 3.9% Newspaper/Magazine 3.2% 1.7% Brochure/Newsletter 4.1% 4.3% Family or friend 40.2% 28.1% Health Department 2.2% 3.2%	Tobacco user	97.2%	90.9%
Uninsured Medicaid 33.9% 33.0% Medicaid 33.9% 29.6% Heard About Past caller Satisfies 8.5% 13.4% Past caller Employer/worksite 1.6% 1.3% Health care provider Satisfies 18.4% 23.4% Television Satisfies 18.7% 15.9% Outdoor advertisement (billboard/bus/wall) Satisfies 0.3% 2.7% Targeted mailing Satisfies 0.0% 0.1% Great Start Start Satisfies 0.0% 0.2% Radio Satisfies 1.6% 3.9% Newspaper/Magazine Stochure/Newsletter	Payer Type	N = 289	N = 7,421
Medicaid 33.9% 29.6% Heard About N = 316 N = 8,468 Past caller 8.5% 13.4% Employer/worksite 1.6% 1.3% Health care provider 18.4% 23.4% Television 18.7% 15.9% Outdoor advertisement (billboard/bus/wall) 0.3% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 1.6% 3.9% Newspaper/Magazine 3.2% 1.7% Brochure/Newsletter 4.1% 4.3% Family or friend 40.2% 28.1% Health Department 2.2% 3.2%	Insured	32.2%	37.4%
Heard About N = 316 N = 8,468 Past caller 8.5% 13.4% Employer/worksite 1.6% 1.3% Health care provider 18.4% 23.4% Television 18.7% 15.9% Outdoor advertisement (billboard/bus/wall) 0.3% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 1.6% 3.9% Newspaper/Magazine 3.2% 1.7% Brochure/Newsletter 4.1% 4.3% Family or friend 40.2% 28.1% Health Department 2.2% 3.2%	Uninsured	33.9%	33.0%
Past caller 8.5% 13.4% Employer/worksite 1.6% 1.3% Health care provider 18.4% 23.4% Television 18.7% 15.9% Outdoor advertisement (billboard/bus/wall) 0.3% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 1.6% 3.9% Newspaper/Magazine 3.2% 1.7% Brochure/Newsletter 4.1% 4.3% Family or friend 40.2% 28.1% Health Department 2.2% 3.2%	Medicaid	33.9%	29.6%
Employer/worksite 1.6% 1.3% Health care provider 18.4% 23.4% Television 18.7% 15.9% Outdoor advertisement (billboard/bus/wall) 0.3% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 1.6% 3.9% Newspaper/Magazine 3.2% 1.7% Brochure/Newsletter 4.1% 4.3% Family or friend 40.2% 28.1% Health Department 2.2% 3.2%	Heard About	N = 316	N = 8,468
Health care provider 18.4% 23.4% Television 18.7% 15.9% Outdoor advertisement (billboard/bus/wall) 0.3% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 1.6% 3.9% Newspaper/Magazine 3.2% 1.7% Brochure/Newsletter 4.1% 4.3% Family or friend 40.2% 28.1% Health Department 2.2% 3.2%	Past caller	8.5%	13.4%
Television 18.7% 15.9% Outdoor advertisement (billboard/bus/wall) 0.3% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 1.6% 3.9% Newspaper/Magazine 3.2% 1.7% Brochure/Newsletter 4.1% 4.3% Family or friend 40.2% 28.1% Health Department 2.2% 3.2%	Employer/worksite	1.6%	1.3%
Outdoor advertisement (billboard/bus/wall) 0.3% 2.7% Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 1.6% 3.9% Newspaper/Magazine 3.2% 1.7% Brochure/Newsletter 4.1% 4.3% Family or friend 40.2% 28.1% Health Department 2.2% 3.2%	Health care provider	18.4%	23.4%
Targeted mailing 0.0% 0.1% Great Start 0.0% 0.2% Radio 1.6% 3.9% Newspaper/Magazine 3.2% 1.7% Brochure/Newsletter 4.1% 4.3% Family or friend 40.2% 28.1% Health Department 2.2% 3.2%	Television	18.7%	15.9%
Great Start 0.0% 0.2% Radio 1.6% 3.9% Newspaper/Magazine 3.2% 1.7% Brochure/Newsletter 4.1% 4.3% Family or friend 40.2% 28.1% Health Department 2.2% 3.2%	Outdoor advertisement (billboard/bus/wall)	0.3%	2.7%
Radio 1.6% 3.9% Newspaper/Magazine 3.2% 1.7% Brochure/Newsletter 4.1% 4.3% Family or friend 40.2% 28.1% Health Department 2.2% 3.2%	Targeted mailing	0.0%	0.1%
Newspaper/Magazine 3.2% 1.7% Brochure/Newsletter 4.1% 4.3% Family or friend 40.2% 28.1% Health Department 2.2% 3.2%			0.2%
Brochure/Newsletter 4.1% 4.3% Family or friend 40.2% 28.1% Health Department 2.2% 3.2%	Radio		
Family or friend 40.2% 28.1% Health Department 2.2% 3.2%	Newspaper/Magazine	3.2%	1.7%
Health Department 2.2% 3.2%	Brochure/Newsletter	4.1%	4.3%
· ·	Family or friend	40.2%	28.1%
School 1.3% 1.8%	Health Department	2.2%	3.2%
	School	1.3%	1.8%

Source: Washington State Department of Health Tobacco Prevention and Control

¹ "Census 2000", August 2001 (OFM)

Assessment and Evaluation